

URI MUNGING

ABSTRACT OF THE DISCLOSURE

According to the invention, a method for encapsulating information in an encoded uniform resource identifier (URI) having a plurality of fields that is presented by a web site to a user for selection during an interaction session between the web site and the user is disclosed. In one step, a URI field is chosen for encapsulating the information. First information is determined that comprises at least one of second information and third information. The third information is unrelated to the interaction session. Fifth information related to the first information is formatted to create sixth information. Sixth information is embedded in the field to form the encoded URI. The encoded URI is presented to the user.

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